KLAS

Mike Jones

K-WAS

National

Cash

15%

Broadcast

EOM/EOC

## **ORDER**

Orders Order / Rev: 37713 08882112 Alt Order #: OBAMA/P/D Product Desc:

Estimate:

Original Date / Rev:

10/30/12 - 11/06/12 Flight Dates:

Order Type: **GENERAL** 

**GMMB** Name: **Buying Contact:** 

10/30/12 / 10/30/12

Billing Contact:

AGY, POL, CAND

1010 Wisconsin Ave NW

Washington, DC 20007

Obama, Barack D-President

A35+ Demographic:

Product Codes:

Name:

Priority: LV3

Revenue Codes:

New Business Thru:

Agency Commission:

Primary AE:

Sales Office:

Sales Region:

Billing Type:

Billing Cycle:

Billing Calendar:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Advertiser

Agency

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	43	\$20,975.00	\$17,828.75

PO1

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	43	\$20,975.00	\$17,828.75	0.00
Totals	43	\$20,975.00	\$17,828.75	0.00

00:15:00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones	·		Start Of Order - End Of Order	100%

Order Share	Share	Total		
KLAS	30%	\$20,975.00		
Market	100%	\$69,916.67		
Competitive Share	Share	Total		
CABLE	0%	\$0.00		
		VACCOUNT (0.000 AVEC)		

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$17,479.17
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$3,495.83
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len	Spots	Rate Pri	Rtg Type	Spots	Amount
1	8	10/30/12	11/05/12	CBS This Morning	g 7-9a CM	7-9a	MTWTF	:30	4	\$700.00LV1	0.00 NM	4	\$2,800.00
				<b>CBS This Mornin</b>	g								
	CBS T	THIS MORN	IING										
	9	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	Veek: 1	0/30/12	11/05/12	MTWTF	4	\$700.00	0.00						
2	8	11/06/12	11/06/12	CBS This Morning	g 7-9a CM	7-9a	-T	:30	1	\$700.00LV1	0.00 NM	1	\$700.00
				<b>CBS This Mornin</b>	g								

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KLAS

Order / Rev: 37713 08882112 Advertiser:

Obama, Barack D-President

Alt Order #:

Product Desc:

OBAMA/P/D

Flight Dates:

10/30/12 - 11/06/12

Estimate:

1904

Ln Ch Start End CBS THIS MORNING	Inventory Code Br	eak Start/End	d Time Days	Len Spots	Rate Pri	Rtg Type Sp	ots	Amount
<u>Start Date</u> <u>End Date</u> Week: 11/05/12 11/11/12	Weekdays Spots/M -T	<u>/eek Rate</u> 1 \$700.00	Rating 0.00					
4 8 10/30/12 11/05/12	Live w/Kelly CI Live w/Kelly	M 9-10a	MTWTF	:30	5 \$300.00LV2	0.00 NM	5	\$1,500.00
LIVE! WITH KELLY <u>Start Date</u> <u>End Date</u> Week: 10/30/12 11/05/12	Weekdays Spots/M	<u>/eek Rate</u> 5 \$300.00	Rating 0.00					
5 8 11/06/12 11/06/12 LIVE! WITH KELLY	Live w/Kelly Ci Live w/Kelly	VI 9-10a	-T	:30	1 \$300.00LV2	0.00 NM	1	\$300.00
Start Date End Date Week: 11/05/12 11/11/12	Weekdays Spots/M	<u>/eek Rate</u> 1 \$300.00	Rating 0.00					
6 8 10/30/12 11/05/12 YOUNG & RESTLESS	Y&R Cf Young & Restless	M 11a-12p	MTWTF	:30	1 \$1,925.00LV1	0.00 NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> Week: 10/30/12 11/05/12	Weekdays Spots/M MTWTF Description /&R	Veek Rate 1 \$1,925.00 Start/End Time 11a-12p	_	<u>Veekdays</u> <u>L</u> ITWThF	ength <u>Rate</u> :30 <del>(\$1,925.00)</del>	Rtg Type 0.00 NM		
7 8 10/30/12 11/05/12	8 News Now Noon M-F CI 8 News Now Noon M-F	VI 12-1230p	MTWTF	:30	5 \$275.00LV3	0.00 NM	5	\$1,375.00
8 NEWS NOW AT NOON <u>Start Date</u> <u>End Date</u> Week: 10/30/12 11/05/12	Weekdays Spots/V	Veek Rate 5 \$275.00	Rating 0.00			:		
8 8 10/30/12 11/05/12 THE BOLD AND THE BEAU	1230-2p Soaps/ LMAD Cl Soaps / Let's Make A Dea		MTWTF	:30	1 \$1,315.00LV1	0.00 NM	1	\$1,315.00
<u>Start Date</u> <u>End Date</u> Week: 10/30/12 11/05/12	Weekdays Spots/V MTWTF	Veek Rate 1 \$1,315.00	Rating 0.00					
9 8 10/30/12 11/05/12 THE TALK	The Talk 2-3P Ci	VI 2-3p	MTWTF	:30	1 \$1,315.00LV1	0.00 NM	1	\$1,315.00
<u>Start Date</u> <u>End Date</u> Week: 10/30/12 11/05/12	Weekdays Spots/V	<u>Veek Rate</u> 1 \$1,315.00	Rating 0.00					
10 8 10/30/12 11/05/12	Ellen Ci Ellen	VI 3-4p	MTWTF	:30	5 \$375.00LV2	0.00 NM	5	\$1,875.00
ELLEN <u>Start Date</u> <u>End Date</u> Week: 10/30/12 11/05/12 <u>Spot</u> <u>Ch Date Range</u> <u>I</u> 2 8 10/30/12-11/05/12 <u>B</u> See MG 10.6	Weekdays Spots/V MTWTF Description Ellen	Veek <u>Rate</u> 5 \$375.00 Start/End Time 3-4p	_	<u>Veekdays</u> <u>L</u> TWThF	<u>ength Rate</u> :30 <del>(\$375.00)</del>	Rtg Type 0.00 NM		
6 8 10/30/12-10/30/12 E	Ellen	3-4p	-	Т	:30 \$375.00	0.00 NM		
11 8 11/04/12 11/04/12 POLITICS NOW	Sun 530-6p Ins Ed Wkn&l Inside Edition Wknd	M 530-6p	S	:30	1 \$275.00LV2	0.00 NM	1	\$275.00
<u>Start Date</u> <u>End Date</u> Week: 10/29/12 11/04/12 <u>Spot Ch Date Range</u> <u>I</u>	Weekdays Spots/V S Description Sun 530-6p Ins Ed Wknd	Veek Rate 1 \$275.00 Start/End Time 530-6p	_	<u>Veekdays</u> <u>l</u> Su	<u>ength Rate</u> :30 <del>(\$275.00)</del>	Rtg Type 0.00 NM		
<b>™</b> MG for 11.1 11/04	Politics Now S Sebelius	Various		Su		0.00 NM	_	<b>A</b>
12 8 10/30/12 11/05/12 8 NEWS NOW AT 4PM & 4:	8 News Now 4p M-F CI 8 News Now 4p M-F 30PM	M 4-5p (4:30 PM-5	MTWTF :00 PM)	:30	2 \$350.00LV3	0.00 NM	2	\$700.00
<u>Start Date</u> <u>End Date</u> Week: 10/30/12 11/05/12	Weekdays Spots/V MTWTF	Veek Rate 2 \$350.00	Rating 0.00					

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Order / Rev: 37713

Advertiser:

Obama, Barack D-President

Alt Order #: 0888

08882112

Product Desc:

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Flight Dates:

10/30/12 - 11/06/12

Estimate:

OBAMA/P/D

1904

**KLAS** 

12	Ln Ch	Start	End	Inventory Code	Break	Start/En	d Time Days	Len Spe	ots	Rate Pri_	Rtg Type	Spots	Amount
Set   Color	12 8	3 10/30/1	2 11/05/12	•				:30	2	\$350.00LV3	0.00 NM	2	\$700.00
Start Date   End Date   Meekdays   More   Sate	8 NI	EWS NOW A	T 4PM & 43	•	I-F	(4:30 PM-5	:00 PM)						
Week   107001/2   11/05/12   MTWTF   2   \$350.00   0.00   Weekdays   Length   Rate   Rig Type   See M6 f2:3   [move to Fri]   3   81/02/12   11/05/12   8 News Now 4p M-F   4-5p   (4:30 PM-5:00 PM-TWTF   :30   (\$360-09)   0.00   NM   See M6 f2:3   [move to Fri]   3   81/02/12   11/05/12   8 News Now 4p M-F   4-5p   (4:30 PM-5:00 PM-TWTF   :30   \$350.00   0.00   NM   See M6 for 12:2   10:31   3   8   10/32/12   11/05/12   630-7p   Inside Edition   CM   630-7p   MTWTF   :30   2   \$1,400.00   VI   0.00   NM   2   \$2,800.00   Inside Edition   Inside Edition   Inside Edition   NM   NM   NM   NM   NM   NM   NM   N	0.11				Spots/Week	Rate	Rating						
Second   Column   Second   S	Week		11/05/12		_								
See MG 12.3   [move to Fir]   3	-												
[move to Fri   3	2			News Now 4p IVI-F	4-5p		(4.30 PIVI-5.00 PI	41 W 111F		.50 (4500.00)	0.00 14141		
MG for 12.2 10/31   38   10/30/12   11/05/12   300-7p Inside Edition   CM   630-7p   MTWTF   :30   2 \$1,400.00LV1   0.00 NM   2 \$2,800.00													
13 8   10/30/12   11/05/12   630-7p   Inside Edition   CM   630-7p   MTWTF   30   2 \$1,400.00LV1   0.00   NM   2 \$2,800.00	3	8 11/02/12	2-11/02/12 8	News Now 4p M-F	4-5p		(4:30 PM-5:00 P	F	-	:30 \$350.00	0.00 NM		
Inside Edition	<u> </u>	MG for 12.2	10/31				<del></del>						
Start Date   End Date   Weekdays   MTWTF   Spots/Week   Rate   2 \$1,400.00   0.00				•	ion CM	630-7p	MTWTF	:30	2	\$1,400.00LV1	0.00 NM	2	\$2,800.00
Week: 10/30/12   11/05/12   17/	INS			Mookdovs	SpateAMaak	Pate	Pating						
14	Week:												
ET/INSIDER				7-8p Rotator			MTWTF	:30	2	\$1,225.00LV1	0.00 NM	2	\$2,450.00
Start Date   End Date   Meek days   Spots/Week   Rate   Rating   O.00				7-8p Rotator									
Meek: 10/30/12	ET/		End Data	Madala	Conta Atlanta	Data	Datina						
15 8	Week												
Blue Bloods  Blue Bloods  Start Date Week: 10/29/12 11/04/12F- 1 \$1,600.00 0.00  The Good Wife  THE GOOD WIFE  Start Date Meek: 10/29/12 11/04/12			<del></del>					:30	1	\$1,600.00LV2	0.00 NM	1	\$1,600.00
Start Date   Hold New   1/104/12   1/104/12   Sun 9-10p   CM 9-1		,								•			
Neek: 10/29/12   11/04/12   11/04/12   11/04/12   Sun 9-10p   CM   9-10p	BLU					<b>5.1</b> .	D. C.						
16 8   11/04/12   11/04/12   Sun 9-10p	Mook												
The Good Wife  THE GOOD WIFE    Start Date   End Date   Week days   Spots/Week   Rate   Rating								:30	1	\$1,600,00LV2	0.00 NM	1	\$1,600.00
Start Date   End Date   Weekdays   Spots/Week   Rate   Rating				•						•			•
Week: 10/29/12   11/04/12   11/05/12   8 News Now 4-5a   CM   4-5a   MTWTF   :30   1 \$20.00LV4   0.00 NM   1 \$20.00	THE						<b>-</b>						
20 8   10/30/12   11/05/12   8   News Now 4-5a   CM   4-5a   MTWTF   :30   1   \$20.00 LV4   0.00 NM   2   \$20.00 LV4   0.00 N	Mook												
Start Date   End Date   Weekdays   Spots/Week   Rate   Spots/Week   Spots/Week   Rate   Spots/Week   Spots/Week   Rate   Spots/Week   Spots								:30	1	\$20.00LV4	0.00 NM	1	\$20.00
Week: 10/30/12         11/05/12         MTWTF         1         \$20.00         0.00           21         8         10/30/12         11/05/12         8 News Now 4-5a         CM         4-5a         MTWTF         :30         2         \$175.00 LV1         0.00 NM         2         \$350.00           Start Date Week: 10/30/12         End Date Meek Now 4-5a         MTWTF         2         \$175.00         0.00         -wTF         :30         4         \$0.00 PKA         0.00 NM         4         \$0.00           22         8         10/31/12         11/02/12         8 News Now 4-5a         CM         4-5a        wTF         :30         4         \$0.00 PKA         0.00 NM         4         \$0.00           This is for a rebate. Value of spot \$20 ea.         Rate Meek: 10/29/12         End Date Meekdays         Spots/Week         Rate Rating         News Now 4-5a        wTF         :30         1         \$0.00 PKA         0.00 NM         4         \$0.00           23         8         10/31/12         11/02/12         8 News Now 4-5a         CM         4-5a        wTF         :30         1         \$0.00 PKA         0.00 NM         4         \$0.00           23	20 (	10,00,1								•=======			
21 8 10/30/12 11/05/12 8 News Now 4-5a		Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Start Date   End Date   Weekdays   Spots/Week   Rate   Rating	Week				<u> </u>		<del></del>			<del></del>			
Start Date   End Date   Weekdays   Spots/Week   Rate   Rating	21 8	3 10/30/1	2 11/05/12			4-5a	MTWTF	:30	2	\$175.00LV1	0.00 NM	2	\$350.00
Week: 10/30/12       11/05/12       MTWTF       2       \$175.00       0.00         22       8       10/31/12       11/02/12       8 News Now 4-5a       CM       4-5a      wTF       :30       4       \$0.00 PKA       0.00 NM       4       \$0.00         This is for a rebate. Value of spot \$20 ea.         Start Date End Date Weekdays Spots/Week Rate Now 4-5a       Rating Rating Now 4-5a      wTF       :30       1       \$0.00 PKA       0.00 NM       4       \$0.00         23       8       10/31/12       11/02/12       8 News Now 4-5a       CM       4-5a      wTF       :30       1       \$0.00 PKA       0.00 NM       4       \$0.00         This is for a rebate. Value of spot \$25 ea.         Start Date End Date End Date Weekdays Spots/Week Rate Rating         Week: 10/29/12       11/04/12      wTF       4       \$0.00       0.00		Start Date	End Date			Rate	Rating						
22 8 10/31/12 11/02/12 8 News Now 4-5a CM 4-5awTF :30 4 \$0.00 PKA 0.00 NM 4 \$0.00 PKA 0.00 NM 4 \$0.00 PKA 0.00 PKA	Week												
This is for a rebate. Value of spot \$20 ea.  Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12WTF 4 \$0.00 0.00  23 8 10/31/12 11/02/12 8 News Now 4-5a CM 4-5aWTF :30 1 \$0.00 PKA 0.00 NM 4 \$0.00  8 News Now 4-5a This is for a rebate. Value of spot \$25 ea.  Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12WTF 4 \$0.00 0.00				8 News Now 4-5a	CM			:30	4	\$0.00PKA	0.00 NM	4	\$0.00
Start Date Week: 10/29/12         End Date 11/04/12         Weekdays Spots/Week Rate \$\frac{\text{Rating}}{\text{\$0.00}}\$         Rating \$\frac{\text{\$0.00}}{\text{\$0.00}}\$           23 8 10/31/12 11/02/12 8 News Now 4-5a CM 4-5a CM 4-5a\text{\$WTF}\$         -\text{\$WTF}\$         :30 1 \$0.00 PKA 0.00 NM 4 \$0.00 PKA 0.00 PKA 0.0					l								
Week: 10/29/12       11/04/12      WTF       4       \$0.00       0.00         23       8       10/31/12       11/02/12       8 News Now 4-5a       CM       4-5a      WTF       :30       1       \$0.00 PKA       0.00 NM       4       \$0.00         This is for a rebate. Value of spot \$25 ea.         Start Date       End Date       Weekdays       Spots/Week       Rate       Rating         Week: 10/29/12       11/04/12      WTF       4       \$0.00       0.00	This			•	Snote/Mack	Data	Datina						
23 8 10/31/12 11/02/12 8 News Now 4-5a CM 4-5awTF :30 1 \$0.00 PKA 0.00 NM 4 \$0.00 8 News Now 4-5a This is for a rebate. Value of spot \$25 ea. Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12wTF 4 \$0.00 0.00	Week												
8 News Now 4-5a This is for a rebate. Value of spot \$25 ea. <u>Start Date End Date Weekdays Spots/Week Rate Rating</u> Week: 10/29/12 11/04/12WTF 4 \$0.00 0.00					<del></del>			:30	1	\$0.00PKA	0.00 NM	4	\$0.00
<u>Start Date End Date Weekdays Spots/Week Rate Rating</u> Week: 10/29/12 11/04/12WTF 4 \$0.00 0.00				8 News Now 4-5a	l								
Week: 10/29/12 11/04/12WTF 4 \$0.00 0.00	This				Chatafffact	D-t-	Datie -						
	Week				opots/vveek 4								
	.,,,,,,					+5.50					Totals	43	\$20,975.00